

SPORT

BRITISH WELTER

Bill Floss noted as being the best welterweight in all Europe, in the latest fight sensation to be imported to this side by Charley Floss, who brought over Giacomo Bergamasco, Italian heavy-weight and other European champions, and brothers, Floyd won 32 fifteen round contests by the decision route, stop of 28 opponents, boxed 15 fifteen round draws and lost 7 fifteen round decisions. Floss expects to start him on his rounds within the next few weeks. As a matter of fact, he already has spent negotiations to present him in Madison Square Garden for his final contest.

MILLION DOLLAR GATES

RELICATED TO MUSEUM

New York: "The million dollar gate" has been a symbol of the sport of the past few years. The annual rainbow since the late Tex. League, which has been a symbol of the sport of the past few years. The annual rainbow since the late Tex. League, which has been a symbol of the sport of the past few years. The annual rainbow since the late Tex. League, which has been a symbol of the sport of the past few years.

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The decision continued this season. Schmeling and Willie Strickling attracted \$249,415 in Cleveland. Walker and Sharkey \$225,250. Paulino and Max Hare \$78,666 at Boney. Tony Canzoneri and Bert Green and Canzoneri and Cecil Payne \$129,241 at Los Angeles.

There were a few bright spots on the title picture. The Canzoneri-Payne gate was a remarkable tribute to the home Italian champion. Jack Loughran cut a swell through the sticks in a series of exhibitions carefully played up to indicate he was preparing for comeback. At Portland Jack drew \$27,290. Seattle fans paid \$20,500 and Spokane added \$12,000 for \$21,889. These cities are known to the trade as \$2,000 average fight towns.

In Boston Billy Ames, Boston Garden matchmaker showed Ernie Belmont and Jack Malony before \$21,077 gate and Young Jack Thompson and Lou Brodhead to \$15,593, both good marks for the season. At Cleveland the Battalino-Fredie Miller title match did well at \$49,290. In New York City the Quersone stadium showed a net profit of \$20,500 for the outdoor season, a record for the past three years.

HOCKEY NOTES

Of the N.H.L. managers this season only two were league players since 1924-25. Clarence Cleghorn of Detroit, Cleghorn ended his activity with the Bruins and defense with St. Patrick's.

Starting goalie and defense men are likely to be the same as last year excepting Rangers, Montreal and Detroit, each of which may import a new man recruited from Ottawa or Philadelphia.

Detroit and Toronto are most in need of a possible championship team, the former because it has not impressed during any season and the latter because of support to the success of the New Maple Leaf Gardens. Of course New York's two teams and Montreal Maroons could stand a lot of sprucing too.

Canada is the only team which has not sought strengthening in a large way. Manager Cecil Hart buys, sells and trades fewer players per year than the majority, buying this year added only Art Smith, defense man from Ottawa. A new team may be seen in the Canadian-American League, to play its home games in the Bronx rink, New York. No word is at hand concerning Philadelphia.

The depression seems to be affecting hockey in only one way: the reduction of players' salaries. Season ticket sales are practically up to standard and there has been no outstanding reduction in admission charges.

HEARD ON THE STREET

A small boy called on the doctor one evening and said: "Doctor, I've got the measles, but I can't stop it, quit."

The doctor looked up, puzzled, and asked the boy what he meant. "Oh," suggested the small patient, "What will you give me to go to school and scatter it among all the rest of the kids?"

Mother: Sit down Willie and listen your little sister. You've a story.

Willie: I've just told a story to dad, and—I can't sit down.

"How is your son getting on at college?"

"He must be doing pretty well in languages. I have just paid for three courses—\$10 for Latin, \$10 for Greek and \$100 for Scotch."

Boston Bruins have their first closer set on their team with the Jermas. Frank and Joe Jermas have the Cooks, Bill and Bill, with a third, Albert on the Bruins; Canadensis have the Martins, Sylvio and George; the Canadiens, Louis with Maroons and Claude White; Toronto, the Kilrath, Ives with Detroit and Wally with Americans; the Thompsons, Ting with Boston and Paul with Chicago, and the Lockers, Earl and Joseph, property of Maroons make up the list of brothers in the league.

Eddie Power, popular Boston Bruins Club manager, makes a fourteenth year of managing, resulting from hockey to lacrosse and back to hockey, the record of last two years has been remarkable; in hockey he won the Can-Am-American championship two years ago, but out in their first in Springfield after a record-breaking seven game series last year, and closed the Hamilton Expedition to the Canadian lacrosse championship in succession.

His shrewdness in sport does not end there, but that is enough for now. Al Ross has few peers in picking good players or managers, and he is now ready for one or the other.

The most promising seasons of hockey season has ever known. He has gathered a great group of players for his Bruins and Eddie Power, who and, regardless of the ultimate climax for each team, he will have two clubs of which he should be justly proud for they are of the type to offer high grade hockey.

If Cecil Hart brings Canadians through to another season of championship and then successfully defend the Stanley Cup, he will surely well deserved fame in the face of the opposition this season.

He was a furniture remover's man, and his memory, as he cheerfully admitted, was "very convenient."

"No," he said to the debt collector, "I can't remember where Mr. Pitt has taken his family and furniture."

"Come, now," said the debt collector, "he hasn't been gone a week and you drove the van."

"You know you did."

"Plumy how easily a fellow forgets."

The collector offered him a ten dollar note.

"That ought to raise your memory," he remarked.

"It ought to do so," admitted the other, "but mine's no ordinary memory, and it takes a lot of troung. Why, it cost \$50.00 to put it in my head."

"Did your little boy enjoy the party?" asked Mrs. Brown.

"I think so," sighed the little boy's mother. "He wasn't hungry till half past ten last night."

"The usual gloomy crowd was sitting round a dentist's room the other day, when one old boy looked up from the paper he had found on the table and said cheerily: 'Are there's been a big battle off the coast of Japan?'"

Amielett says: "Maybe peddlers sell it cheaper, but a storekeeper don't make you stand and suffer while your cake is burning up."

Margery (aged five): "I spoke I ought to be looking for a husband now."

Legislator Amie: "Why, dear?"

"I heard papa say you'd been looking for one for twenty years, so I'll begin now."

Neighbor: "Why is your car painted blue, minus side and red on the other?"

Speedy: "Oh, it's a fine idea. I've almost just paid a statesman's contract one another."

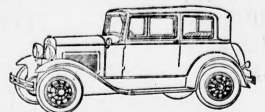
A young man, wearing a white coat of robe, but recovered before his friends buried him. One of them asked what it felt like to be dead.

"Dead," he exclaimed, "I wasn't dead, and I knew I wasn't dead, but I was sure I was dead, and I was sure I was dead."

"But how did that make you sure?"

"Well, I know that if I were in heaven I should be hungry, and if I were in the other place my feet would be cold."

The Ford Victoria



A NEW FORD BODY TYPE OF DISTINCTIVE BEAUTY

The new, latest addition to the wide variety of Ford body types is the distinguished Victoria. It marks a new degree of beauty and of value in a low price car.

The striking lines of the Ford Victoria are especially apparent in the graceful sweep of the straighter, lower top, the slanting windshield back, with the sport wheel set at a commanding angle. The car's distinctive design is also in the shape and size of its interior, its complete equipment and its finish.

The comfortable, deeply cushioned seats are upholstered in luxurious mohair. Appointments and hardware reflect the manner of a custom-built car.

Another appealing feature of the new Ford Victoria is a choice of attractive body colors. They complement its fresh new lines and contour and give it distinctive place on every highway.

\$695 (C. O. Bell & Sons, Ontario, Canada, make this car in large numbers)

Ford

Hughes Motors

He was quite a sporty gentleman and his wife had a hard time keeping him on time. One evening when he came home he found her sitting a bad state of mind and he required gladly as to the cause.

"I want to know what this means," she demanded holding out a card. "Yesterday you told me you were going down to the race track with a crowd of men. And this morning this fell out of your trouser pocket. It's your own hand writing, isn't it?"

He looked at the card and read: "Fue-Barely 2525."

"Oh, you gambler," he said. "That is nothing. That means simply this: This is the name of a horse; Barclay is the jockey. Give him a dependent."

A Scotchman once helped his friend out with his income tax. He'd come to live with his wife.

"Well," he said, after making several futile attempts to get a new "What eatin' you this time?" "Nothing," snapped his wife. "Nothing. Except that your race horse called you up this afternoon."

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Men's & Boy's

WINDBREAKERS in both Moleskins and Mackinaws, properly priced.

Men's Fleece Combination Underwear 36 to 44 for \$1.35

Boys 2 piece Fleece Underwear, Shirts and Drawers, 26 to 32, per garment .50

Men's Lined Gloves, Fine Split Peccary Hog, well made with elastic wrist, pair .65

ALL KINDS OF MITTS AND GLOVES

Men's Overalls, with or without bib at per pair \$1.35

Thos. E. Wright

Men's Better Wear

LONG DISTANCE TELEPHONES RUNNING WATER IN EVERY ROOM PRIVATE BATHS WHEN IN CALGARY STAY AT THE

YALE HOTEL

OPPOSITE C. P. R. DEPOT

CALGARY

The House of Comfort, Courtesy, Cleanliness

YALE HOTEL (Calgary) LTD.

C. B. BARRELL, Manager

THE King Edward

HOTEL

THE PLACE WHERE WE WANT YOU TO FEEL AT HOME

We endeavour to please and aim to give Service and Courteous Treatment

FRANK MILLER, Proprietor

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Lamp Supplies

BURGESS RADIO BATTERIES

RADIO TUBES, ETC

Aladdin Lamps and Coleman Lamps.

Coleman Mantles and Generators

Aladdin Lamp Supplies

PADA RADIOS

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"The Store of Quality and Service"

M. A. BELLINGER, PHONE 54

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Doubling a Retail Business in Five Years

An Advertisement Addressed to

To double a retail business in five years, add 15 per cent to the sales of the preceding year. At the end of five years, sales will be double their present amount.

Our Local Retailers

Increasing one's sales to the extent of 15 per cent per annum to sales can be accomplished in two main ways. Thus:

1 Increase the amount of each sales transaction by an average of 15 per cent. (Note: This is not the same as raising your prices 15 per cent. To do that would be fatal, even if possible).

2 Increase the number of customers served daily to the extent of 15 per cent.

Good salesmanship will enable a retailer to raise the level of his average sales transaction—with advantage to both his customer and himself. Thus, a well informed buyer will readily pay 20 cents or 25 cents more for a pair of gloves or stockings or shoes, or for a piece of enamelware, if the value of the higher priced article is well presented.

A silent retailer can hardly hope to increase his business; and it's pretty certain he won't double it in five years.

Issued by the Canadian Weekly Newspapers Association.

But the better way of raising sales to the extent of 15 per cent is to increase the number of your customers.

Customer-increase comes from (1) satisfactory service, (2) satisfactory goods and prices; (3) good window displays; and (4) good advertisements in this newspaper.

Men and women buyers always want to be informed, in their homes, by newspaper advertisements, about things which they plan to buy; and they are responsive to retailers' invitations. Also, they like to see the advertisements of those retailers whose customers they are.

If you like a thicker and sweeter syrup buy BENSON'S GOLDEN SYRUP

You can get GREATER NOURISHMENT FOR LESS MONEY by serving EDWARDSBURG CORN BRAND CORN SYRUP

The CANADA STARCH CO., Limited MONTREAL

RAILWAY SITUATION DEVELOPS MANY RUMORS

Continued from front page

And they look, naturally and properly, to their Prime Minister. Still all things in their ears the "competition" between the "Competition Elder," amalgamation Never! They believe that he meant exactly what he said. They know that Mr. Bennett has had a long distinguished and intimate association with Canada's privately owned railway system. But they know also that he is now the representative and policy-maker for the nation, and they remember—and cherish—the solemn assurances of co-operation to public service, with which he heralded his subsequent purpose and his endeavors at the Winnipeg convention—the great gathering that chose him to lead the political party which has been entrusted with the management of the country's affairs in this time of crisis.

The time has come. The Globe submits, for the Prime Minister to take the country into his confidence regarding the whole railway situation. He alone can clarify the air—can deal effectively with the concern and the anxiety which are spreading so disturbingly over large sections of the citizenship. What is the situation? And what does the government propose to do in relation to it? Does it intend to accord with his promise to the electors—to see that the People's Railway has reasonable opportunity to develop into the great national service organization and nation at once which the paying public actually expected it to become, or is it the purpose to avail itself of temporary artificial conditions to hamper and cripple the railway's capacity for public service?

PETE DE KORT

Carpenter
STRATHMORE

Old Country for CHRISTMAS

Travel

ALL CANADIAN PACIFIC

Route

THROUGH SLEEPING CARS

SPECIAL TRAINS

To Ship's side for Xmas Sailings

Montclair DEC. 3

Duchess of Bedford DEC. 11

Montrose DEC. 12

Duchess of Richmond DEC. 16

FARES

Greatly Reduced

DURING

DECEMBER

Frequent Sailings During

October and November

Ask local ticket agent or write

District Passenger Agent

G. D. BROPHY

C. P. R. Station Calgary, Alta.

RISDON'S MACHINE SHOP

STRATHMORE

GENERAL MACHINE WORK
GOOD EQUIPMENTEXPERIENCE
RELIABILITYAGENTE FOR COOKSHUTT, ALLIN
CHALMERS, TWIN CITY AND
MINNEAPOLIS LINES

PHONES

STRATHMORE STANDARD

PUBLISHED EVERY WEDNESDAY
OFFICE PHONE 17 A. A. MOORE, EDITOR. TEL. PHONE 34
SUBSCRIPTION PRICE 10¢ PER YEAR IN CANADA
OUTSIDE CANADA \$2.50 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCETRUCK AND
RAILWAY COMPETITION
REQUIRES INVESTIGATION

The Toronto Telegram has been investigating the matter of truck and railway competition and finds that if the figures presented in behalf of the truck owners of Ontario are to be accepted, their competition with the railways is more a labor of love than one of profit. It is pointed out that there are in the province some 2,764 trucks, valued at \$60,427,174, operating under public commercial vehicle license. It is also stated that the cost of truck operation for maintenance and depreciation. It will thus be seen that, without taking into consideration any investment in garage or other premises, the owners represent themselves to be making, anything at all, very much less than bank interest on the value of the trucks alone.

It is difficult to believe that truck owners are engaged in any such unprofitable business. The probability is that the figures which are nothing more than estimates, do not tell the true story of truck operation in the province. Perhaps the same may be said to the figure which is said to represent the taxes paid by this industry.

But whatever the facts may be as to the taxation of trucks, the case which is made out falls far short of establishing any relation between the taxation of vehicles which are highway built by the province, and the taxation of railways which buy and build the roadbed on their own. Nor does it explain why the railways, which are a national necessity, should be deprived of land from which the government receives by the truck owners at \$15,000,000.

PARENT INDUSTRY
CONFERENCE DISCUSS
AGRICULTURAL CONDITIONS

Continued from front page

The control of the manufacture and marketing of all the products on the farm must be in the hands of the producer, who can only be accomplished by co-operation. Not the free and open market, "the you must sell to whom you like and when you like." That kind of co-operation will simply not get us anywhere. We must bind ourselves together with agreements and obligations that cannot be broken. Our products of the farms should be manufactured into food and marketed by co-operative plants, owned and controlled by the farmers themselves. By adopting this system we eliminate buying expenses, unnecessary freight charges, the upkeep of live stock and produce markets and we make it impossible for private individuals to accumulate millions in profits that rightly belong to the producer.

The dream of displacing the manufacturer and middleman has long been cherished by farmers, and other primary producers. Some success has been achieved in co-operation, but it can work only within a rather restricted range. Within a field of manufacture is entered, the risk is increased, and capable management can be secured only by selling well for it, just as private manufacturers pay for their skilled help.

The greatest example of co-operation in Canada has been the Wheat Pool. This accomplished something for the wheat grower that terminal elevators had to be created, selling agencies established on both sides of the Atlantic and risks taken in handling hundreds of millions of bushels of wheat.

MANY ADVANTAGES
FOR SMALL-SCALE
TOWN MANUFACTURING

Governor Roosevelt in a recent address at Albany, N. Y., declared that our great manufacturing industries could be consolidated actually going into the smaller communities with their plants. He expressed the belief that such a change is now getting under way and that of this course will mean the building up of the smaller communities in towns as cited as the chief reason why the factories will work the smaller communities. Continuing, he said:

"Your great taxes are your community taxes, and they will grow larger as more suburbs are built, your systems enlarged and the systems of transportation further congested."

But suppose your smaller industries, instead of launching a large town move to smaller communities. There those taxes would be much smaller. The tax on a small town would be much smaller. The tax on a small town would be much smaller. The tax on a small town would be much smaller.

"There are in New York state a good many thousand industries which might well go back to the farm. I do not mean that literally, but rather back to the community which they have described."

There is much to be said for the plan of having small industries in the small cities and the towns and villages of the country. Means of transportation are getting better every day, that manufacturing can be conducted at country points much better than would have been the case even ten years ago. Telephone and telephone lines will increase but this would be offset by the fact that the cost of land and lower expenditures for real estate. And there is little doubt that the lot of the worker himself would be much happier, especially in view of the lower cost of living and the better community spirit in the smaller cities and towns. (Notified (Minn.) News.

ELWOOD

If Hanson purchased a Run from George Bates of Strathmore.

W. E. Julian broke an axle on his truck on the Calgary road last week.

Peter Frenn found two carloads of cotton bales at Stouffville last week. Mr. Frenn is going up west for the first time in about a year.

Mr. S. Verville's brother from across the Red River has his stock over in the district for the winter. They brought out a lot of cattle and it took three days to make the trip with 70 head.

J. Van Haul has rented the farm vacated by Mr. Frenn.

NOVEL FUEL TO BE TRIED
OUT ON BRAZIL RAILROAD

Rio de Janeiro:—Interior office of compressed liquid bricks will be used to fuel the government owned Central Railroad of Brazil as another means of disposing of low-grade stocks and improving the quality and price of exports.

This proved that, whatever the value of the fuel in fact, the use of this material was unequal to an international crisis. This proved that, whatever the value of the fuel in fact, the use of this material was unequal to an international crisis.

The greatest example of co-operation in Canada has been the Wheat Pool. This accomplished something for the wheat grower that terminal elevators had to be created, selling agencies established on both sides of the Atlantic and risks taken in handling hundreds of millions of bushels of wheat.

In the meantime, economic difficulties are within the reach of nearly every farmer. Costs of production are unduly high in most of our life, partly due to reluctance of consumers to carry prices. The "cash and carry" principle is spreading, being used in part at times by even the large stores. Farmers, it would seem, could study methods of greater better and in general place themselves in closer contact with the ultimate consumer. They could find means of reducing the margin of merchandising costs and place themselves on a sounder financial foundation.

BLIND PARTISANSHIP BURELY
HINDERS NATIONAL UNITY

Continued from front page

Certainly the Federal Liberal Party is far more deeply involved in the immediate Parliamentary struggle than was the Federal Conservative Party. The Liberal Party leaders have reason to be ashamed of its record in connection with the Canadian Conservative Party. It has, to say the least, failed to obtain a clean bill of health, and cannot so till Mr. Aldrich's activities are adequately explained.

In one larger sense the responsibility of the Federal Conservative Party for suppressing the last lot of the Boardman story is of an even greater importance and as reprehensible as the Liberal story. It was a Conservative majority in the Parliamentary Committee that conducted the preliminary inquiry into the Boardman story, and arranged a palpably prearranged report.

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Time. Public memory is short. But it is a salutary experience to read, in the "Toronto Star," such expressions as were found on the front pages of all newspapers the morning after Mr. Bennett's sensational testimony at Ottawa. The disgust of Mr. Joseph Harris, M. P. and his colleagues with the Liberal Party, but with its own, was typical of numerous statements.

Politicians are deluding themselves if they imagine for a moment that the public will be lulled by hints of compromise. That the blame is on one side. Unless there is a profound national feeling, there may be a national feeling.

Failure to support the Royal Commission will not save the government of Canada that might suddenly become a free trade.

A vague notion that your honor's may yet prove the slogan that will start a clean sweep.

REPLANT INDUSTRY AMPLIFY, AND END POVERTY

Continued from front page

Among the members are: two other producers of the universal food, Prof. J. L. Wood and G. Jackson. Prof. Lasserre is provincial treasurer of the foundation, and Speck, Clark, Toronto, is secretary.

Mr. Lasserre, who is Swiss, is 1927 created and endowed with \$50,000 a foundation with similar objects. The foundation is now being developed by the Canadian government. The foundation is now being developed by the Canadian government.

In a pamphlet issued by the Robert Owen Foundation it is stated: "The control of industry by and for private interests has proved unable to give all of the people a better standard of living and security to which every human being is entitled."

"It does not allow our fellow-men and women the chance to live with a fair sense of self-respect, to enjoy the full education and culture which the human of our generation needs. It does not allow a satisfactory distribution of income, and this is the cause of the social and economic evils in the world and in our own country, which we see all around us."

"That is why our very necessary constructive movement has become to us more of a curse than a blessing. Business collapse or depression, which is the result of the present system, is the result of the present system, is the result of the present system."

BERETS

New shipment of Wool, Brushed Wool and Silk and Wool Berets.

Gilt and Wool, in Canary, Red, Blue, and Silk, each .59

Reversible Wool in two colors, each .69

Brush Wool in all the best shades, .59

UNDERWEAR—Ladies Winter Combinations, regular to \$1.95; This week only .59

Cheese Cloth, 5 yard Sanitary gait .25

65 Boxes Apples, unwrapped, box \$1.15

Oranges, per dozen .20; 25 and 40

Grape Fruit, good size, each .10

Soda Crackers, wooden box, each .35

3 boxes for \$1.30

Nash's Famous Coffee, 5 lb. Pails, Regular \$2.50; SPECIAL \$1.95

Did Whet go up? "Aye" Flour not Quite.

STRATHMORE TRADING CO.

18 —PHONES— 87

DR. D. C. HAWORTH

DENTIST

Will be in Strathmore each Friday

From 11 a.m. to 9 p.m.

Crown Lumber Building, PHONE 26

CALGARY OFFICE—

1011 HERALD BUILDING, Phone M2498

FRASER'S TINSHOP

GET YOUR FURNACE OVERHAULED

OR RENEWED BEFORE THE COLD

WEATHER COMES

STOVE PIPES AND ELBOWS

Open Saturday Nights—

A. Fraser

TOWN AND COUNTRY NEED TO
DEVELOP NATIONAL POLICIES

Continued from front page

It is refreshing to one citizen the likelihood of depression from a daily continued and progressive Ontario town like Bowmanville, to Canada's "Great National Enterprise." The Ontario Union, coming to the front these days with estimates which bespeak the realization of the National Union as a means of speeding the return of prosperity. The National Union is a means of speeding the return of prosperity. The National Union is a means of speeding the return of prosperity.

One of the recent favorable signs to the rise in wheat prices, and the generally increased international trading in wheat, doubtless influenced the market.

There is much talk of the wisdom of further development of wheat raising instead of growing wheat alone in the grain.

Mr. M. CANNAN PRENSIS, publisher of the Minneapolis Tribune—published in full in the Globe—has been a long time in the business world, and has been a long time in the business world, and has been a long time in the business world.

There is both sense and sentiment in a letter like that. And it is with the American dollar that the Canadian dollar is rather down at the head down the month and down in the exchange. It is a good time coming.

